



NORTHUMBERLAND HILLS HOSPITAL

inspiring strength, dignity and compassion

NEWS RELEASE – FOR IMMEDIATE RELEASE

Global TV to shine light on Northumberland Hills Hospital and west Northumberland, Thursday, June 5

NORTHUMBERLAND COUNTY, Wednesday, May 28, 2008 – Global News Ontario will be taking its award-winning News Hour team on the road for a special edition of its “News from the Neighbourhood” series and on June 5th, they’re coming to NHH.

Continuing on their tradition of live community-based newscasts, this “News from the Neighbourhood” will see News Hour anchors Leslie Roberts, Anne-Marie Mediwake, meteorologist Anthony Farnell and Susan Hay visit families and health-care providers at five hospitals in and around the Greater Toronto Area.

Airing each evening starting Monday, June 2nd through Friday, June 6th, the “News from the Neighbourhood” special series will focus on in-depth local stories and the hospitals’ unique medical programs and health-care services.

“We wanted to focus on hospitals this time around because they are at the very centre of communities in the GTA, especially when it comes to their specialized services that families count on,” said Ron Waksman, News Director of Global News Ontario. “We are committed to providing our viewers with relevant news that matter most to them, helping them make important decisions for their family’s well-being.”

In addition to covering the day’s major events, the week-long road trip will also include a daily edition of Susan Hay’s “Making a Difference” segment, where she will feature inspirational stories of heroic health-care providers making a positive impact in their communities. Health specialist Beatrice Politi and special features reporter Allison Vuchnich will examine several health-care services provided by each hospital.

“News from the Neighbourhood” will broadcast live every evening at 6 p.m. at the following hospitals and the public are invited to check out the newscast at each of the locations:

- Monday, June 2 - Hospital for Sick Children (SickKids), 555 University Avenue, Toronto

- Tuesday, June 3 - Credit Valley Hospital, 2200 Eglinton Avenue West, Mississauga
- Wednesday, June 4 - York Central Hospital, 10 Trench Street, Richmond Hill
- Thursday, June 5 - Northumberland Hills Hospital, 1000 DePalma Drive, Cobourg
- Friday, June 6 – Sunnybrook Health Sciences Centre, 2075 Bayview Avenue, Toronto

At NHH, the three local stories planned include a look at the physician opportunities in our area, and west Northumberland's approach to attracting the best and the brightest. Footage gathered for the story includes interviews with members of the Community Physician Recruitment and Retention Committee, medical students matched earlier this month with area physicians to get a taste of family practice in our community, and a recent graduate working part-time in the area who makes an interesting announcement on camera.

A second story profiles a young woman diagnosed several years ago with breast cancer. Now with the experience behind her, the former patient speaks frankly about the services she received at NHH (diagnostic imaging, surgery, chemotherapy and follow-up) when not long ago she would have had to travel out of town for the same.

Finally, one of NHH's many volunteers will be profiled, speaking about how NHH changed his life one night several years ago when he suffered a heart attack, and how he has chosen to "give back".

With scenes from the surrounding area and live footage of hospital staff, services and the capital campaign launch taking place the same afternoon, the evening is expected to bring positive, province-wide interest to west Northumberland and the hospital.

For more information about the broadcast at NHH, please contact Jennifer Gillard at 905-377-7757 or jgillard@nhh.ca

Visit www.globaltvontario.com for more information on the "News From the Neighbourhood" series or contact or Tania Tonello at 416-446-5422 or ttonello@globaltv.com

About Northumberland Hills Hospital – The Northumberland Hills Hospital (NHH) is located approximately 100 kilometres east of Toronto. The 137-bed acute care hospital delivers a broad range of core services, including medical/surgical care, complex/long-term care, rehabilitation, palliative care, obstetrical care and intensive care. NHH also sponsors a Community Mental Health Centre and an Assertive Community Treatment Team. The hospital serves the catchment area of west Northumberland County. A mixed urban and rural population of approximately 60,000 residents, west Northumberland comprises the Town of Cobourg, the Municipality of Port Hope and the townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs over 500 people and is an active member of the Central East LHIN. For more information, please visit www.nhh.ca.

